<u>WHAT IS CLAIMED IS:</u>

1.   A method for providing streaming multimedia advertisements comprising:

opening a browser window;

building a frame set in said browser window, said frame set comprising a media player and a data frame;

constructing a directory, and thereafter searching said directory for files defining the parameters of said frame set;

requesting a playlist, said playlist comprising advertisement and/or media content;

receiving said playlist at said media player; and

connecting to at least one media server to play said advertisement and/or said media content from said playlist on said media player.

2.   The method of claim 1, further comprising providing HTML in said data frame, said HTML is related to the media content and/or advertisement playing on said media player.

3.   The method of claim 1, further comprising providing HTML that is coupled to said advertisement and/or media content playing on said media player.

4.   The method of claim 1, further comprising logging the play of any advertisement on a server.

5.   The method of claim 1, further comprising:

embedding a script command that references a URL having HTML corresponding to said advertisement and/or said media content to be displayed in said data window;

matching HTML with said advertisement and/or said media content; and

logging the viewing of said advertisement using said script command.